

## RIDESHARE PLUS

### What is Rideshare Plus?

Rideshare Plus is a customized service approach to the task of forming carpools and vanpools for employers who opt to participate in a strategic rideshare formation program.

Services offered in this program include:

- computerized ridematching tools which identify a company's commuting profile through data analysis to determine which employees may be the most ideal for ridesharing;
- promotional activities, including the use of customized materials and on-site presentations to targeted employee commute groups, and personal follow-up to interested employees;
- the ability to purchase a Rideshare Plus package tailored to meet the rideshare potential and goals for a particular worksite.

### What are the benefits of selecting Rideshare Plus?

*To Employers:*

- designed to provide customized services to maximize carpool and vanpool formations efforts;
- assists Employer Transportation Coordinators (ETCs) with labor resources to help with carpool and vanpool formations;
- increases the number of potential carpool and vanpool formations through proven ridematching techniques and personal follow-up assistance to employees;
- multiple employers in the same geographic area can benefit from a concerted program.

*To Employees:*

- starts the ridematching process for employees by showing them the potential for forming carpools or vanpools at the worksite;
- personalized assistance helps an employee more easily find rideshare partners to start a vanpool or carpool;
- fills-up existing vanpools and carpools that have lost riders.

### How does Rideshare Plus help meet CTR goals?

The use of Rideshare Plus at employment sites results in increased ridesharing among employees, and reduces the number of single occupancy vehicles at the worksite. It also helps to reduce the need for employee parking. Rideshare Plus supports an ETC's administrative duties and frees up time for other duties.

### How much does Rideshare Plus cost?

After preliminary meetings with a Rideshare Specialist, an employer receives a customized "scope of work" proposal, specifying the time required for the services chosen. Costs reflect the number of hours required to provide the basic Rideshare Plus package and any additional service recommended for the worksite. If Rideshare Plus is purchased as part of a FlexPass package, partnership funds may be available to help cover some of the employer's costs.

(more)

## **What are favorable characteristics for using Rideshare Plus?**

*Rideshare Plus is most effective when:*

- it's used by a single large employer of 400 or more employees, to increase the number of carpools or vanpools at the worksite. It also works well for smaller employers, when two or more companies located in the same building, office park or in close geographic proximity want to collaborate by purchasing Rideshare Plus together;
- employers can provide employee addresses and schedules, with or without employee names, for confidential computerized ridematching;
- employers give Metro staff access to employees, for promotional and phone contact;
- most employees at the worksite have similar or compatible schedules;
- the majority of employees do not need their personal vehicles for work purposes;
- a company has a relatively stable employment population;
- employers provide carpool and vanpool subsidies, guaranteed ride home and preferential parking.

## **Answers to commonly asked questions:**

### ***Q. What does Metro need from an ETC to participate in Rideshare Plus?***

- A.** Once a contract is signed, the employer provides Metro's Rideshare team with addresses and employee schedule information (with or without names) for ridematching purposes, or if not, agrees to promote ridematching to employees. Also needed, is a commitment by the ETC to assist Metro in promoting ridesharing to targeted employee groups, along with facilitating direct access to employees who may need follow-up assistance.

### ***Q. How long does it take to provide Rideshare Plus at a worksite?***

- A.** The time required depends on the size of the Rideshare Plus package purchased. A typical time period ranges from 3 to 12 months depending on the complexity, results desired and the number of hours purchased in the contractual arrangement, and the current status of the employer's transportation program.

### ***Q. Can I choose which services I would like from a Rideshare Plus package?***

- A.** Based on experiences at various employer sites, Metro Rideshare staff has determined that the four basic components of the program — identifying potential matches through computerized matching, analyzing ridesharing potential, promotion, and employee follow-up — are all needed for a successful outcome.

### ***Q. What follow-up is required after ridematching is completed?***

- A.** Rideshare team members contact targeted employees — directly or through mailings — to assist with carpool and vanpool formation, since follow-up has been shown to be essential to the success of the program.